

# FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

JUNE 22-28, 1981 2

Program Name	New York Time				NIELSEN AVERAGE				No. Sta.	Prog. Covg.	Program Name	New York Time				NIELSEN AVERAGE				No. Sta.	Prog. Covg.
	Duration	Day	Ntwk		Households (000)	Share %						Duration	Day	Ntwk	Households (000)	Share %					
EVENING																					
ABC FRIDAY NIGHT MOVIE	9:00	120	FRI.	A	9,180	11.8	24	180	95	INCREDIBLE HULK	8:00	60	FRI.	C	8,170	10.5	23	196	98		
ABC MONDAY NIGHT MOVIE	9:00	120	MON.	A	11,590	14.9	27	198	99	JEFFERSONS	9:30	30	SUN.	C	14,550	18.7	34	192	99		
ABC NEWS CLOSEUP(S)	10:00	60	THU.	A	11,590	14.9	30	195	99	KNOTS LANDING	10:00	60	THU.	C	12,910	16.6	33	199	99		
ABC NEWSBRIEF-M-F	VAR	01	M-F	A	10,970	14.1	28	192	97	LAVERNE & SHIRLEY	8:30	30	TUE.	A	12,680	16.3	33	204	99		
ABC NEWSBRIEF-SAT.	9:58	01	SAT.	A	11,900	15.3	32	190	96	LITTLE HOUSE-PRAIRIE	8:00	60	MON.	N	8,640	11.1	22	218	99		
ABC NEWSBRIEF-SUN.	8:57	02	SUN.	A	6,610	8.5	17	196	98	LOBO	8:00	60	TUE.	N	7,860	10.1	21	193	95		
ABC SUMMER MOVIE	9:00	120	WED.	A	10,580	13.6	26	184	96	LOU GRANT	10:00	60	MON.	C	13,070	16.8	30	200	99		
ABC SUNDAY NIGHT MOVIE	9:00	161	SUN.	A	10,190	13.1	26	195	98	LOVE BOAT	9:00	60	SAT.	A	11,830	15.2	33	196	97		
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	7,700	9.9	23	202	99	MAGNUM, P.I.	9:00	60	THU.	C	12,680	16.3	31	197	99		
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	4,430	5.7	16	160	83	M*A*S*H	9:00	30	MON.	C	15,720	20.2	37	203	99		
ALICE	9:00	30	SUN.	C	14,000	18.0	34	196	99	MORK & MINDY	8:00	30	THU.	A	10,580	13.6	30	197	98		
ARCHIE BUNKER'S PLACE	8:00	30	SUN.	C	10,580	13.6	30	198	99	NBC FRIDAY NIGHT MOVIE	9:00	120	FRI.	N	5,210	6.7	14	166	91		
BARBARA MANDRELL	8:00	60	SAT.	N	8,170	10.5	25	209	99	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	8,480	10.9	20	201	99		
BARNEY MILLER	9:00	30	THU.	A	12,600	16.2	31	202	99	NBC NEWS UPDATE-M-F	VAR	01	M-F	N	7,860	10.1	20	176	92		
BENSON	8:00	30	FRI.	A	8,560	11.0	25	199	96	NBC NEWS UPDATE-SAT.	8:58	01	SAT.	N	6,770	8.7	20	186	94		
BIG EVENT	9:00	120	SUN.	N	9,100	11.7	22	201	99	NBC NEWS UPDATE-SUN.	8:58	01	SUN.	N	10,500	13.5	27	180	94		
BJ AND THE BEAR	9:00	60	SAT.	N	5,910	7.6	17	183	91	NBC NEWS UPDATE-2-M-F	VAR	01	MWF	N	7,940	10.2	19	177	91		
BOSOM BUDDIES	8:30	30	THU.	A	12,450	16.0	33	194	96	NBC NEWS UPDATE-2-SUN.	9:50	01	SUN.	N	7,940	10.2	19	185	92		
BREAKING AWAY	8:00	60	MON.	A	8,640	11.1	22	194	98	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	4,820	6.2	17	162	86		
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	8,480	10.9	25	197	99	NBC NIGHTLY NEWS-SUN.	6:30	30	SUN.	N	5,060	6.5	17	163	84		
CBS EVENING NEWS-DEAN	6:30	30	SUN.	C	6,460	8.3	21	169	91	NBC NIGHTLY NEWS	6:30	30	M-F	N	7,240	9.3	22	208	99		
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,600	7.2	20	151	85	NBC WHITE PAPER(S)	9:30	90	THU.	N	5,760	7.4	14	197	98		
CBS SAT. NIGHT MOVIE	9:00	120	SAT.	C	8,710	11.2	24	184	96	NERO WOLFE	10:00	60	TUE.	N	8,710	11.2	20	193	97		
CBS WEDNESDAY NIGHT MOVIE	9:00	120	WED.	C	11,130	14.3	27	180	98	NEWSBREAK-M-F	VAR	VAR	M-F	C	8,250	10.6	22	170	91		
CHARLIE'S ANGELS	8:00	60	WED.	A	8,950	11.5	25	191	97	NEWSBREAK-SAT.	8:58	01	SAT.	C	7,700	9.9	23	171	90		
CHIPS	8:00	60	SUN.	N	13,690	17.6	37	213	99	NEWSBREAK-SUN.	8:58	01	SUN.	C	11,280	14.5	29	178	94		
CRONKITE'S UNIVERSE	8:00	30	TUE.	C	9,490	12.2	26	181	98	ONE DAY AT A TIME	8:30	30	SUN.	C	10,890	14.0	29	197	99		
DALLAS	10:00	60	FRI.	C	12,060	15.5	31	203	99	QUINCY, M.E.	10:00	60	WED.	N	12,450	16.0	30	207	99		
DIFF'RENT STROKES	9:00	30	WED.	N	13,070	16.8	33	207	99	REAL PEOPLE	8:00	60	WED.	N	11,280	14.5	31	215	99		
DISNEY'S WONDERFUL WORLD	7:00	60	SUN.	N	9,260	11.9	28	211	99	ROOTS: NEXT GENERATIONS	7:00	120	SUN.	A	5,370	6.9	15	199	99		
DUKES OF HAZZARD	9:00	60	FRI.	C	14,470	18.6	38	201	99	SANFORD	8:30	30	FRI.	N	6,220	8.0	17	187	97		
DUMMY(S)	9:00	120	TUE.	C	11,360	14.6	27	183	97	60 MINUTES	7:00	60	SUN.	C	12,290	15.8	37	202	99		
EIGHT IS ENOUGH	8:00	60	SAT.	A	7,390	9.5	23	194	97	TAXI	9:30	30	THU.	A	12,760	16.4	31	202	99		
ENOS	8:00	60	SAT.	C	7,700	9.9	24	185	95	THREE'S COMPANY	9:00	30	TUE.	A	15,330	19.7	36	201	99		
FACTS OF LIFE	9:30	30	WED.	N	13,850	17.8	33	199	98	TIM CONWAY SHOW	8:30	30	MON.	C	10,580	13.6	27	186	99		
FANTASY ISLAND	10:00	60	SAT.	A	12,450	16.0	33	193	97	TOO CLOSE FOR COMFORT	9:30	30	TUE.	A	14,630	18.8	34	200	98		
FLO	8:30	30	TUE.	C	7,160	9.2	18	177	96	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	15,560	20.0	37	194	99		
FUNTASTIC-HANNA BARBERA(S)	8:00	90	THU.	N	7,160	9.2	19	183	96	WALTONS	8:00	60	THU.	C	7,860	10.1	22	188	95		
GAMES PEOPLE PLAY	10:00	60	SAT.	N	6,220	8.0	17	185	91	WHITE SHADOW	8:00	60	WED.	C	7,160	9.2	20	185	98		
HAPPY DAYS	8:00	30	TUE.	A	11,750	15.1	32	201	99	WKRP IN CINCINNATI	8:00	30	MON.	C	11,200	14.4	30	193	99		
HARPER VALLEY	8:00	30	FRI.	N	8,790	11.3	26	194	99	NUMBER OF PROGRAMS 85											
HART TO HART	10:00	60	TUE.	A	13,770	17.7	32	201	97												
HILL STREET BLUES	9:00	60	TUE.	N	8,790	11.3	21	206	99												
HOUSE CALLS	9:30	30	MON.	C	15,400	19.8	35	199	99												
I'M A BIG GIRL NOW	8:30	30	FRI.	A	8,790	11.3	25	196	93												

Δ Partial time interruption within program.

\* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 77,800,000

# FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

JUNE 22-28, 1981 4

New York Time				NIELSEN AVERAGE				New York Time				NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.	Duration	Day	Ntwk	AUDIENCE		No. Sta.	Prog. Covg.			
				Households (000)	Share %						Households (000)	Share %					
LATE FRINGE																	
ABC NEWS:NIGHTLINE	11:30	30 M-F	A	5,290	6.8	20	190	97	PRICE IS RIGHT 2	11:30	30 M-F	C	6,070	7.8	32	190	96
ABC WEEKEND REPORT-SAT.	11:00	15 SAT.	A	4,820	6.2	15	173	93	RYAN'S HOPE	12:30	30 M-F	A	6,070	7.8	30	181	96
ABC WEEKEND REPORT-SUN.	11:41	15 SUN.	A	3,890	5.0	15	170	93	SEARCH FOR TOMORROW	2:30	30 M-F	C	4,750	6.1	22	188	97
CBS SUNDAY NEWS-BRADLEY	11:00	15 SUN.	C	6,300	8.1	17	129	71	TEXAS	3:00	60 M-F	N	3,190	4.1	14	192	93
CHARLIE'S ANGELS-12.00	12:00	68 THU.	A	3,730	4.8	20	171	95	THREE'S COMPANY DAYTIME	11:00	60 M-F	A	5,910	7.6	32	180	93
FANTASY ISLAND-12.00	12:00	68 MON.	A	2,650	3.4	14	170	95	TODAY SHOW-7.30AM	7:30	30 M-F	N	3,500	4.5	31	215	99
FRIDAYS	12:00	70 FRI.	A	4,200	5.4	22	179	94	TODAY SHOW-8.30AM	8:30	30 M-F	N	3,660	4.7	24	212	99
LATE MOVIE I	11:30	VAR M-F	C	5,450	7.0	24	159	89	WHEEL OF FORTUNE	11:00	30 M-F	N	3,970	5.1	22	190	94
LATE MOVIE II	VAR	VAR M-F	C	3,970	5.1	27	159	89	YOUNG AND THE RESTLESS	12:30	60 M-F	C	5,760	7.4	28	195	99
LOVE BOAT-12.00	12:00	68 WED.	A	3,270	4.2	18	176	95	NUMBER OF PROGRAMS	34							
NBC LATE NIGHT MOVIE	11:30	69 SUN.	N	1,090	1.4	5	68	46	WEEKEND DAYTIME								
SATURDAY NIGHT	11:30	79 SAT.	N	7,620	9.8	33	205	99									
SCTV NETWORK/90	12:30	90 FRI.	N	2,410	3.1	16	196	98									
TOMORROW COAST TO COAST-1	12:30	30 M-TH	N	3,110	4.0	19	192	97									
TOMORROW COAST TO COAST-2	1:00	VAR M-TH	N	2,100	2.7	17	193	97	ABC WEEKEND SPECIALS	12:00	30 SAT.	A	3,110	4.0	19	186	96
TONIGHT SHOW	11:30	60 M-F	N	5,680	7.3	24	213	99	ABC WIDE WORLD-SPORTS SAT	5:00	90 SAT.	A	5,520	7.1	23	202	99
TUESDAY MOVIE-WEEK-PART 1	12:00	70 TUE.	A	2,490	3.2	14	166	91	ALL NEW POPEYE HOUR 1	10:00	30 SAT.	C	4,280	5.5	29	197	98
TUESDAY MOVIE-WEEK-PART 2	1:10	19 TUE.	A	2,100	2.7	18	166	91	ALL NEW POPEYE HOUR 2	10:30	30 SAT.	C	3,810	4.9	25	197	98
NUMBER OF PROGRAMS	18								AMERICAN BANDSTAND '81	12:30	60 SAT.	A	3,350	4.3	20	177	90
WEEKDAY DAYTIME																	
ABC DAYTIME NEWSBRIEF-M-F	1:57	02 M-F	A	7,000	9.0	31	175	93	AMERICAN SPORTSMAN	5:00	60 SUN.	A	4,050	5.2	16	176	91
ALICE-M-F	10:30	30 M-F	C	5,760	7.4	32	169	92	ANIMALS, ANIMALS, ANIMALS	11:30	30 SUN.	A	1,630	2.1	11	135	84
ALL MY CHILDREN	1:00	60 M-F	A	7,860	10.1	35	201	99	ASK NBC NEWS-8:58AM	8:58	02 SAT.	N	1,950	2.5	20	185	96
ANOTHER WORLD	2:00	60 M-F	N	3,730	4.8	17	204	98	ASK NBC NEWS-10:58AM	10:58	02 SAT.	N	3,970	5.1	25	195	96
AS THE WORLD TURNS	1:30	60 M-F	C	4,980	6.4	23	193	99	ASK NBC NEWS-11:58AM	11:58	02 SAT.	N	3,110	4.0	19	172	83
BLOCKBUSTERS	10:30	30 M-F	N	3,190	4.1	18	147	84	ASK NBC NEWS-9:58AM	9:58	02 SAT.	N	2,490	3.2	18	205	98
CAPTAIN KANGAROO	8:00	60 M-F	C	1,710	2.2	12	174	97	BASEBALL TODAY	1:30	21 SAT.	N	2,330	3.0	14	205	93
CARD SHARKS	12:00	30 M-F	N	2,720	3.5	13	134	68	BATMAN & SUPER 7 I	9:30	30 SAT.	N	2,880	3.7	21	205	98
DAYS OF OUR LIVES	1:00	60 M-F	N	4,430	5.7	20	207	99	BATMAN & SUPER 7 II	10:00	30 SAT.	N	2,880	3.7	20	204	98
DOCTORS	12:30	30 M-F	N	2,650	3.4	13	185	91	BUGS BUNNY/ROAD RUNNER 1	8:30	30 SAT.	C	2,570	3.3	26	198	99
EDGE OF NIGHT	4:00	30 M-F	A	4,050	5.2	19	154	81	BUGS BUNNY/ROAD RUNNER 2	9:00	30 SAT.	C	4,510	5.8	35	201	99
FAMILY FEUD	12:00	30 M-F	A	5,680	7.3	28	182	91	BUGS BUNNY/ROAD RUNNER 3	9:30	30 SAT.	C	4,430	5.7	31	201	99
GENERAL HOSPITAL	3:00	60 M-F	A	8,790	11.3	38	200	99	CBS SPORTS SATURDAY	4:30	90 SAT.	C	3,190	4.1	15	159	88
GOOD MORNING, AMERICA-730	7:30	30 M-F	A	3,350	4.3	29	203	99	CBS SPORTS SUNDAY	4:39	81 SUN.	C	3,810	4.9	16	181	95
GOOD MORNING, AMERICA-830	8:30	30 M-F	A	4,050	5.2	27	201	98	DAFFY DUCK SHOW	10:30	30 SAT.	N	3,810	4.9	25	195	96
GUIDING LIGHT	3:00	60 M-F	C	5,520	7.1	24	195	99	DEAR ALEX & ANNIE-11.55AM	11:55	04 SAT.	A	2,800	3.6	18	184	95
JEFFERSONS M-F	10:00	30 M-F	C	4,750	6.1	27	152	86	DEAR ALEX & ANNIE-11.26AM	11:26	03 SUN.	A	1,790	2.3	13	127	82
LAS VEGAS GAMBIT	10:00	30 M-F	N	2,570	3.3	15	137	78	DRAG PACK	12:30	30 SAT.	C	3,110	4.0	19	169	92
MORNING-CHARLES KURALT	7:00	60 M-F	C	1,870	2.4	18	186	99	FACE THE NATION	11:30	30 SUN.	C	2,570	3.3	18	184	98
NEWSBREAK-11.57	11:57	02 M-F	C	5,520	7.1	29	163	89	FLINTSTONES	12:30	30 SAT.	N	1,950	2.5	12	138	73
NEWSBREAK-3.57	3:57	02 M-F	C	4,360	5.6	18	176	94	FLINTSTONE'S COMEDY SHW 1	8:00	30 SAT.	N	930	1.2	14	185	96
ONE DAY AT A TIME-M-F	4:00	30 M-F	C	3,110	4.0	14	134	74	FLINTSTONE'S COMEDY SHW 2	8:30	30 SAT.	N	1,630	2.1	18	185	96
ONE LIFE TO LIVE	2:00	60 M-F	A	7,620	9.8	35	199	99	FONZ/HAPPY DAYS GANG	9:00	30 SAT.	A	3,500	4.5	27	192	99
PASSWORD PLUS	11:30	30 M-F	N	3,110	4.0	16	184	92	GODZILLA	9:00	30 SAT.	N	2,490	3.2	21	200	99
PRICE IS RIGHT 1	11:00	30 M-F	C	5,210	6.7	28	191	96	GREATEST SUPERFRIENDS-1	8:00	30 SAT.	A	1,790	2.3	27	174	92

Δ Partial time interruption within program.

✦ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 77,800,000



## FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

JUNE 22-28, 1981 6

Program Name	New York Time		Day	Ntwk	NIELSEN AVERAGE			No. Sta.	Prog. Covg.	Program Name	New York Time		Day	Ntwk	NIELSEN AVERAGE			No. Sta.	Prog. Covg.
	Duration				Households (000)	Share %	Share %				Duration				Households (000)	Share %	Share %		
WEEKEND DAYTIME (CONT)										WIMBLEDON TENNIS-SUN(S) NUMBER OF PROGRAMS 76									
GREATEST SUPERFRIENDS-2	8:30	30	SAT.	A	2,720	3.5	30	174	92	←	2:30	120	SUN.	N	3,270	4.2	16	211	99
HEATHCLIFF & DINGBAT	11:00	30	SAT.	A	3,110	4.0	20	194	98										
HONG KONG PHOOEY	11:30	30	SAT.	N	3,030	3.9	18	172	83										
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	1,710	2.2	21	191	97										
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	2,960	3.8	28	198	99										
IN THE NEWS- 9.26AM	9:26	03	SAT.	C	4,900	6.3	36	201	99										
IN THE NEWS-10.26AM	10:26	03	SAT.	C	4,120	5.3	27	197	98										
IN THE NEWS-11.56AM	11:56	03	SAT.	C	4,200	5.4	25	191	98										
IN THE NEWS-12.26PM	12:26	03	SAT.	C	3,420	4.4	21	186	98										
IN THE NEWS-12.56PM	12:56	03	SAT.	C	2,800	3.6	17	170	92										
IN THE NEWS- 1.26PM	1:26	03	SAT.	C	2,800	3.6	17	170	91										
IN THE NEWS-10.56AM	10:56	03	SAT.	C	4,120	5.3	27	197	98										
IN THE NEWS-11.26AM	11:26	03	SAT.	C	4,050	5.2	25	192	98										
ISSUES AND ANSWERS	12:00	30	SUN.	A	2,800	3.6	18	193	98										
JASON OF STAR COMMAND	1:00	30	SAT.	C	2,960	3.8	18	170	91										
JETSONS	11:00	30	SAT.	N	3,970	5.1	24	190	94										
JONNY QUEST	12:00	30	SAT.	N	2,330	3.0	14	144	73										
KIDS ARE PEOPLE TOO I	10:30	30	SUN.	A	1,710	2.2	12	127	82										
KIDS ARE PEOPLE TOO II	11:00	30	SUN.	A	1,870	2.4	14	127	82										
MEET THE PRESS	12:30	30	SUN.	N	2,260	2.9	13	193	98										

← WIMBLEDON TENNIS-SUN(S) 2:30 120 SUN. N 3,270 4.2 16 211 99  
NUMBER OF PROGRAMS 76

← MEMPHIS GOLF-SAT.(S)	3:30	60 SAT.	C	2,410	3.1	12	153 88
← MEMPHIS GOLF-SUN.(S)	2:30	129 SUN.	C	2,960	3.8	14	189 99
NBC SPORTS-SUMMER SEASON	1:51	159 SAT.	N	2,880	3.7	16	210 93
NEW FAT ALBERT SHOW	12:00	30 SAT.	C	3,660	4.7	22	186 98
PLASTICMAN/BABY PLAS SHOW	11:30	30 SAT.	A	2,960	3.8	19	184 95
PRO BOWLERS-SPRING ED.	3:30	90 SAT.	A	4,430	5.7	21	188 95
RICHEL RICH	9:30	30 SAT.	A	4,430	5.7	31	194 99
SCHOOLHOUSE ROCK-8.26AM	8:26	03 SAT.	A	2,410	3.1	33	174 92
SCHOOLHOUSE ROCK-10.26AM	10:26	03 SAT.	A	4,120	5.3	27	194 99
SCHOOLHOUSE ROCK-10.56AM	10:56	03 SAT.	A	3,970	5.1	26	193 98
SCHOOLHOUSE ROCK-11.55AM	11:55	04 SUN.	A	1,630	2.1	11	134 84
SCOOBY & SCRAPPY DOO	10:00	30 SAT.	A	4,670	6.0	32	194 99
SPORTSWORLD	4:30	90 SUN.	N	4,360	5.6	18	195 97
SUNDAY MORNING	9:00	90 SUN.	C	2,800	3.6	24	140 86
TARZAN/LONE RANGER-1	11:00	30 SAT.	C	4,200	5.4	26	192 98
TARZAN/LONE RANGER-2	11:30	30 SAT.	C	4,360	5.6	26	191 97
30 MINUTES	1:30	30 SAT.	C	2,260	2.9	14	164 93
THUNDARR-THE BARBARIAN	10:30	30 SAT.	A	4,120	5.3	27	193 98
TIME OUT-8.28AM	8:28	02 SAT.	N	1,320	1.7	18	185 96
TIME OUT-9.28AM	9:28	02 SAT.	N	2,570	3.3	20	200 99
TIME OUT-10.28AM	10:28	02 SAT.	N	3,110	4.0	21	204 98
TIME OUT-11.28AM	11:28	02 SAT.	N	3,580	4.6	22	190 94
TIME OUT-12.28PM	12:28	02 SAT.	N	1,950	2.5	12	144 73
TOM AND JERRY	8:00	30 SAT.	C	1,480	1.9	20	191 97
← WIMBLEDON TENNIS-SAT(S)	4:30	90 SAT.	N	3,350	4.3	16	211 99

Δ Partial time interruption within program.

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